



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 586193 /		<u>Alt Order #</u>
<u>Product</u> Cooke for Governor		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u>
<u>Advertiser</u> Cooke/D/Governor		<u>Original Date / Revision</u> 10/24/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Cooke for Governor
124 South 600 East
Salt Lake City, UT 84102

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/30/12	10/30/12	M-F 530a-6a	530a-6a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$350.00			
N 2	13	10/30/12	11/01/12	M-F 1005p-1035p	1005p-1035p		:30			NM	2	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-1---				2	\$660.00			
N 3	13	10/31/12	10/31/12	M-F 7a-8a	7a-8a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$600.00			
N 4	13	10/31/12	11/02/12	M-F 8a-9a	8a-9a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--111--				3	\$600.00			
N 5	13	11/03/12	11/03/12	Sa 7a-9a	7a-9a		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$470.00			
N 6	13	11/04/12	11/04/12	Su 7a-9a	7a-9a		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$470.00			
N 7	13	11/04/12	11/04/12	FOX News Sunday	9a-10a		:30			NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$330.00			
N 8	13	11/05/12	11/05/12	M-F 7a-8a	7a-8a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$600.00			
Totals											11	\$5,940.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	11	\$5,940.00	\$5,049.00
Totals	11	\$5,940.00	\$5,049.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Rep Order# 9818577 Ver# 3 Status Revised

Traffic Order# 577862

Printed: 10/24/2012 10:20 AM
Last Received: 10/24/2012 10:06 AM
Showing Buylines: All Rep Revised Lines

1 of 2

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE
Estimate# 3159
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3159
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

NRCC ADD TO SEED *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 17 FOR 23 FOR N/A 'S REVTT=45900

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*17	F,M-TH	930P-1005P	NEWS	:30	\$1,500.00	10/12-10/18	2	1	2	\$3,000.00	
	[CREDIT WAS TAKEN FOR SPOT ON 10/18 (1/WK)]											
	V3 Effective Dates Changed											
	*23	F,M-TH	6P-630P	SIMPSONS	:30	\$850.00	10/12-10/18	2	1	2	\$1,700.00	
	[CREDIT WAS TAKEN FOR SPOT ON 10/17 (1/WK)]											
	V3 Effective Dates Changed											

---REPORT TOTALS---

Report Totals: 4 / \$4,700.00

---SALES MONTHLY TOTALS---

Oct 12: 61 / \$45,900.00
Sales Totals: 61 / \$45,900.00
Station Totals: 61 / \$45,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$127,500 CABL 0% KDLU 0% KJZZ 2% KSL 16% KSTU 36%

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EC'd Yes

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KTVX 10% KUCW 1% KUTV 35% UNKB 0% UNKN 0%

Books null
Demos RA3564